



# Introduction to Airbnb

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Founded in August of 2008 and based in San Francisco, California, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone or tablet. Whether a spare bedroom, an apartment, a villa or a private island, Airbnb connects travelers to a more diverse and authentic range of experiences in over 34,000 cities and 190 countries.



## Leading the Sharing Economy

Airbnb and our community are part of the growing Sharing Economy, a business model powered by new network technologies and social tools that is redefining the ways goods and services are created and exchanged amongst citizens, businesses and governments. The Sharing Economy is about how resources are used, how hospitality is exchanged, how residents are empowered, and how economic opportunities are distributed across diverse communities. These values are at the heart of Airbnb.



## A Stay on Airbnb

Everyday people decide to list their homes on Airbnb. Hosts create profiles for themselves and their property, choose their own price and availability and set guidelines for guests.

- Guests search for hosts who are renting extra rooms, entire homes, or unique accommodations (like castles, treehouses or boats!).
- Hosts and guests learn about each other through past reviews, connections on Facebook, and personal communication through Airbnb.
- Guests and hosts use Airbnb to confirm travel dates, expectations, and pay.
- Airbnb holds onto the payment until 24 hours after the reservation begins. Hosts keep 87% of booking fees, and guests pay a 6-12% fee to Airbnb.
- After the stay, both hosts and guests leave reviews for one another, which are public for all future hosts and guests to read.



## A Business Built on Community and Trust

Airbnb is committed to fostering trust between our guests, hosts, neighbors, and civic leaders. Together, we work to ensure that our global community has safe and positive experiences while using Airbnb. To do this, we have built best-in-class tools and procedures that empower hosts and guests to make smart and safe decisions about how to transact with one another. Hosts are empowered to welcome thoughtful and respectful guests, and they always have the final say about who they invite to share their home.



## The Airbnb Community at a Glance

### Airbnb is Global

Home sharing allows local residents to use what is typically one of their greatest expenses—their home—to make ends meet.

**34,000+**

cities

**190**

countries

**1.5M+**

hosts

**50M+**

guests

### The Typical Airbnb Guest

Traveling with Airbnb provides guests with local authentic experiences.

**91%**

of guests want to live like a local

**79%**

of guests want to explore a specific neighborhood

Airbnb guests are highly educated, well-traveled and culturally curious.

**35**

guests average age

**70%**

of guests have a college degree or higher

**90%**

of guests are traveling for vacation or to visit friends and family

### The Typical Airbnb Host

Airbnb helps ordinary residents use what is typically their greatest expense—their home—to help generate supplemental income by renting it to visitors:

**81%**

of hosts share the home in which they live

**52%**

of hosts are low to moderate income

**74%**

of properties are outside of hotel districts, where local residents live

Hosting helps them afford increasing costs of living:

**53%**

of hosts say hosting helped them stay in their homes

**48%**

of host income is used to pay for regular household expenses, like rent and groceries